



## California Olive Oil Council

### Membership Agreement 2019-2020

#### **Membership Tiers and Programs**

**All members, regardless of production or affiliation, may contact the COOC to upgrade to any level during the member year.** The COOC is a member-based and financed 501(c)(6) non-profit trade and marketing association. Your contribution of support is greatly appreciated.

Below are opportunities with membership of the COOC. Additionally, is a list of the Tier levels and fees at which companies (the member) can register at. For olive oil **producers**, Tier levels are dependent on an average of your total production over the last three consecutive harvests (2016, 2017 and 2018). Members not producing their own olive oil, registration is distinguished by growers, retailer/re-packer or an industry resource.

#### ***Membership Benefits***

Becoming a member of the COOC grants:

- A listing on the COOC website *Meet Our Members* page with website and social media links directing consumers to your company
- A complete company listing is provided on all appropriate pages of the COOC website (i.e. *Bulk Olive Oils, Member Resources, etc.*)
- Opportunity to exhibit at COOC sponsored events highlighting your product
- Promotion of company brand through social media, communications and outreach, and year-round events.
- Access to leading industry resources and contacts
- Communications including industry news, events, competitions and more
- Invitation to COOC Annual Member Meeting
- Voting privileges for board elections

#### ***California Grown Licensing Program***

As active members of *California Grown*, the COOC offers its membership the opportunity to apply for rights to the “*California Grown*” *Advertising and Promotional Campaign*. The California Department of Food and Agriculture along with the Buy California Marketing Agreement developed this campaign to increase awareness and consumption of California agricultural products (generic and branded) among California consumers.<sup>1</sup>



Note that this program is available only to active COOC members. Licensing ends if COOC membership becomes inactive.

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<sup>1</sup> <http://www.californiagrown.org/>



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#### *Tiers and Fees*

For olive oil **producers**, Tier levels are dependent on an average of your total production over the last three consecutive harvests (2016, 2017 and 2018). In the case that you do not have the data for the 'three year formula', the tier level at which you register should be based off your estimated production for the 2019 Harvest.

**Tier 6 Producers of 75,001 gallons or more** ..... \$ 6,500.00

**Tier 5 Producers of 20,001 - 75,000 gallons** ..... \$ 4,500.00

**Tier 4 Producers of 5,001 - 20,000 gallons** ..... \$ 2,000.00

**Tier 3 Producers of 2,501 - 5,000 gallons** ..... \$ 1,000.00

**Tier 2 Producers of 501 - 2,500 gallons** ..... \$ 500.00

**Tier 1 Producers of 100 - 500 gallons** ..... \$ 400.00

**Micro-producer (99 gallons or less) & Growers (non-producers)** ..... \$ 300.00

This tier level has been established to include companies that are either growing olives for olive oil production but, do not produce their own olive oil, have started an olive oil company but, are not producing during the 2019-2020 member year and for small producers with an average yield under 100 gallons.

**Retailers and Re-packers** ..... \$ 750.00

This tier has been established and is for companies that source olive oil from producers to sell on their shelves and/or website and/or under their own packaging.

**Industry Affiliates** ..... \$ 500.00

This category is to include companies that provide industry resources and services to olive oil producers and growers but, are not producers or growers themselves. It may include but, is not limited to nurseries, mills, orchard management, printers, bottle suppliers, consultants, restaurants, chefs, educators, orchard equipment suppliers, irrigation equipment and installation, milling equipment and storage tanks, etc.

- Opportunity to exhibit at the COOC Annual Member Meeting Trade Show, March 13-14, 2020 in Monterey, CA